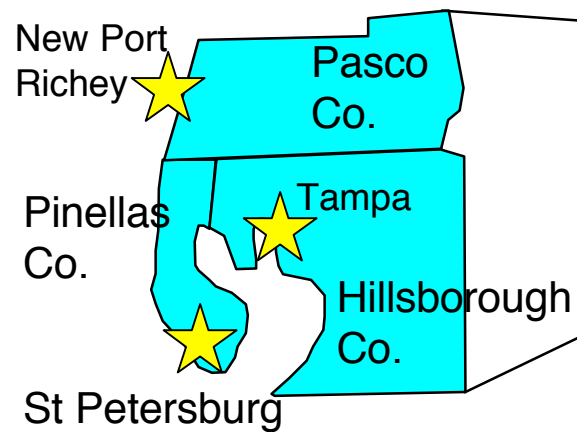


# **Market Enhancement Opportunities for Water Efficient Products- Public Meeting**

**Public/Private Partnership Opportunities to  
Leverage Resources in the Tampa Bay Region**

**David Bracciano  
January 15, 2004**



2 Million Residents Served

240 mgd Average Daily Demand

## Water Issues in West Central Florida

- **Peak water demand occur during spring**
- **25-30 % use outdoors in the region**
- **Majority of public supply use residential**
- **Supply switching to less reliable surface waters**
- **Requirements for conservation to be implemented in the region- peak and average demand reductions**
- **Statewide water conservation initiative**
- **Florida Green Building Standards developed**

**WATER SUPPLY SOURCES ARE LIMITED**



## What is Our Role in this Conservation Puzzle?

- Tampa Bay Water plans and **coordinates** conservation
- Member governments actively **implement** programs that save water
- SWFWMD provides cooperative **funding** for conservation and reclaimed water projects

**178 MILLION DOLLARS SPENT IN THE  
NEXT FIVE YEARS**

## **Tampa Bay Waters' Role in Conservation**

**“Plan and coordinate the conservation efforts of the Member Governments”**

**Operationally:**

- **Work with members to insure average annual savings goals (MWP) are met**
- **Develop tools to help members determine conservation programming effectiveness**
- **Provide coordination regarding Partnership**
- **Fund public awareness and research programs**

**Conservation Coordination Consortium**

**SCREEN INFORMATION TO MEMBERS**

- **Collect anecdotal data on devices and measures-compare notes**
- **Depend on third sources and standards for data**
- **Use data to accelerate change**
- **Promote private sector programs and produce approved criteria/language**

**GOAL: KEEP THE PUBLIC TRUST**

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## What is in the General Toolbox

- **Water Conservation BMP's**
  - Toilet rebates
  - Irrigation evaluations and rebates for system components
  - Industrial, commercial and institutional water audits
- **Regulations (restrictions, landscape and irrigation ordinances, water regulators goal-based conservation rules)**

## Toilets

- **Approximately \$17 million spent**
- **3.2 mgd saved (4.2 by 2005)**
- **Funding split between members and SWFWMD**
- **Cost < \$1.00/1000 gallons saved**
- **EPACT ULF (passive) savings**
  - **5.25 mgd, 2000**
  - **15 mgd, 2010**



## Example Issues

### Toilets

- Identified makes, models, model numbers of about 425 different toilets
- Identified the manufacturers recommended flapper replacement
- Identified flapper manufacturers recommended replacement
- Quantified make, model and model # of all toilets rebated in Tampa Bay region

**LABELING MUST BE BASED ON  
RELIABILITY, DURABILITY and SAVINGS  
POTENTIAL OF PRODUCT ABOVE  
REGULATIONS!**

## Example Issues

### Irrigation Rebates

- **30-35 % existing homes in-ground irrigation**
- **70% new homes**
- **Rebates provided to change landscape and irrigation system components (increase uniformity and decrease water use)**
- **By the way-Standards for all new systems and state-wide requirements for automatic rain shut-off devices**

**SHOULD WE PROMOTE TECHNOLOGY IF  
OTHER VARIABLES CONTROL EFFICIENT  
AND APPROPRIATE USE OF WATER**

## Example Issues

### Public/Private Partnerships

- **Promotion of privatized efforts (ex:performance contracting)**
- **Building industry (green building standards)**
- **Pilot testing of public funding for private conservation programming**

**APPLICABLE, TRANSFERABLE  
STANDARDS AND APPLY THEM TO  
CONTRACTS, FUNDING AND  
PROMOTION**

## What Needs Are There?

- **Means to optimize public funding**
- **Removes bias from the promotion of devices**
- **Can be used increase the value to private sector**
- **Should provide a mechanism to determine if standards are appropriate**
- **Applicability criteria to parts of the country for outdoor and irrigation based products (regional field testing and approval process)**

## What this committee should establish?

- **Baseline water use standards for all technologies identified**
- **Reliability and durability requirements- how long do devices last (ex: rain shut-off devices, toilet flappers)**
- **How do these standards get promoted to the public through public and private marketing**
- **Holistic development of efficiency ratings**
- **Development of marketing strategies**
- **How to deal with changing baselines**



# Questions

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